

# Comment

The official business publication of St Helens Chamber

## Media Pack

Updated February 2018



St Helens  
Chamber

**Comment** is the official business publication of St Helens Chamber and the Borough. With a circulation of 3,000 and a broad readership of over 9,000 **Comment** is a quality publication that reaches a highly targeted business audience.

Published three times a year as a high quality, full-colour magazine, **Comment** aims to:

## Help Members promote themselves

**Comment** will help Members to promote themselves. Whether it's a 'good news' story run in the Members' news pages or in the form of an advertising and editorial spotlight, Members will be given the opportunity to put their business case to their fellow Members and the wider St Helens business community.

The breadth of editorial coverage makes it an obvious choice for any company wishing to promote itself. Distributed to the Chamber's Membership as well as every business in St Helens, **Comment** is recognised as the ideal medium for business to promote their products and services.

## Keep businesses informed

Through our range of in-depth features and news stories, we aim to keep you abreast of all the latest business news.

As well as news about other Chamber Members, **Comment** regularly includes interviews with prominent members of the local business community, as well as information and advice about key business topics such as marketing, human resources, finance and IT.

We also keep you informed of how we are working to represent your interests through our local and national lobbying activities.

## Publicise the Chamber's services

As well as all of the business support and training programmes available to Members, the Chamber also has a vibrant diary of events, with a host of breakfast briefings, informative seminars and social functions.

**Comment** will publicise both the business services available and the many events on offer, making sure Members know how they can get the most from their Membership.

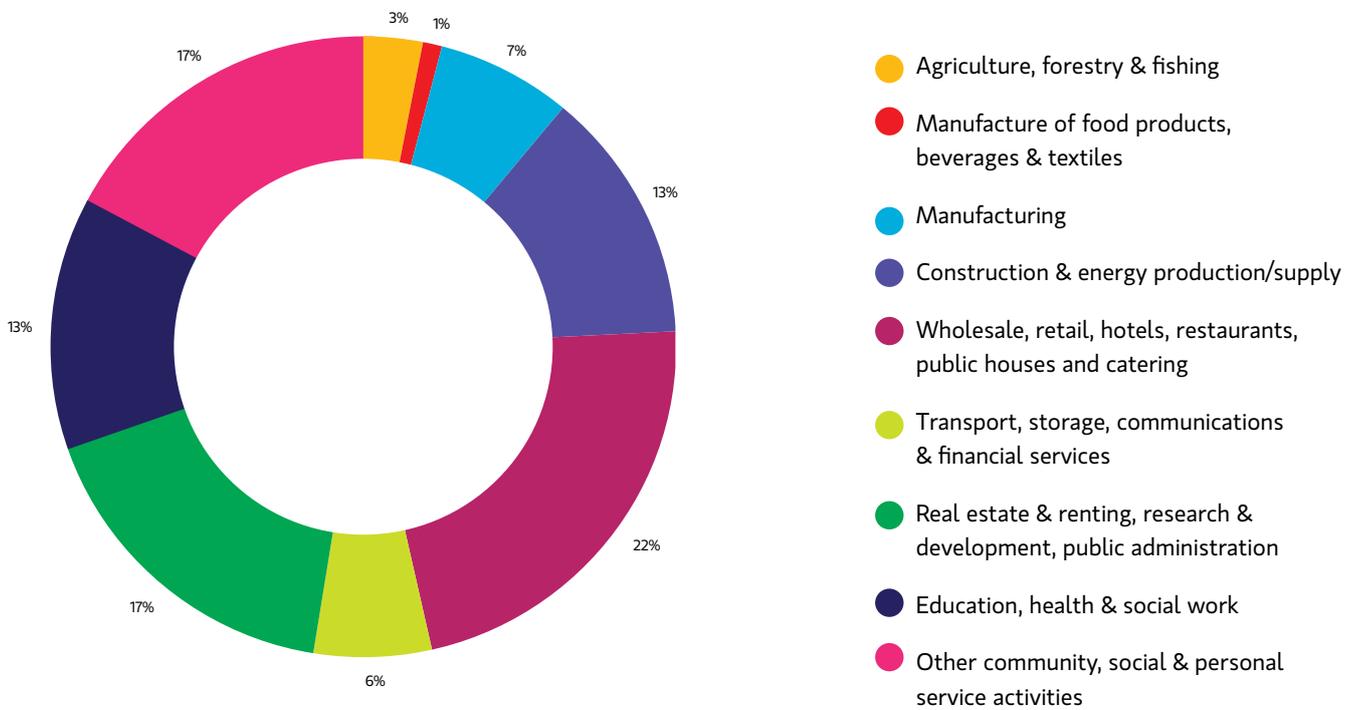
For detailed information on advertising in **Comment**, contact Sam Blower on:

T: 01744 742086

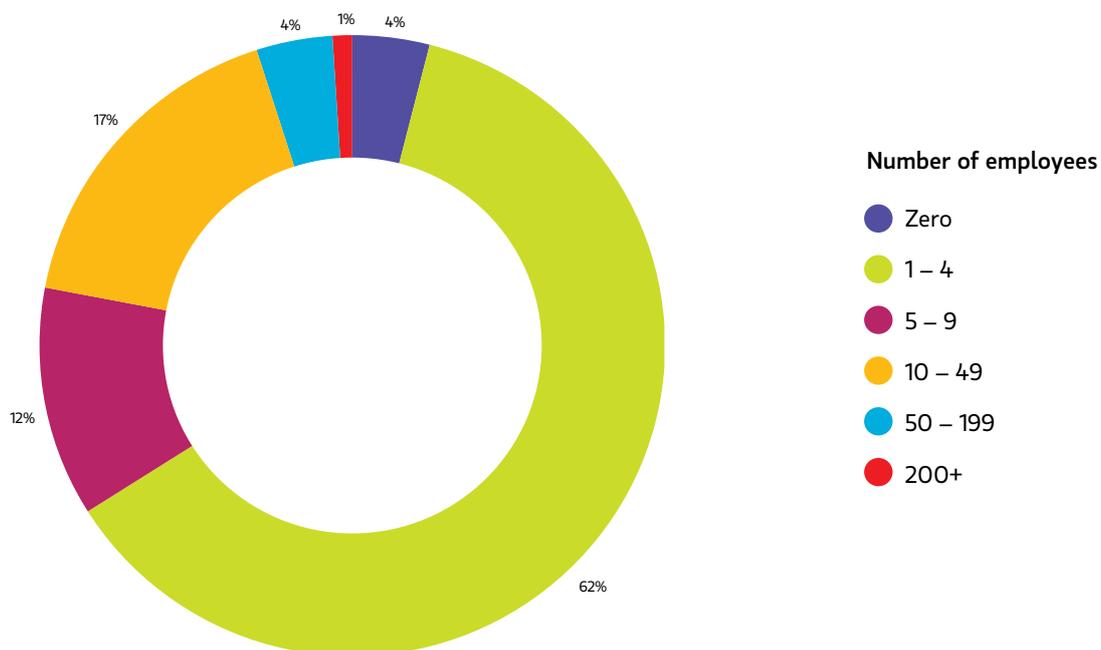
E: sam.blower@sthelenschamber.com

**Comment** will help you get your message across to the people that matter in St Helens.

Magazine Distribution by sector



Magazine Distribution by company size



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It has a circulation of 3,000 and a broad readership of over 9,000.

## 2018 Distribution Schedule

### Spring Issue 2018

Booking Deadline: 28th March 2018

Artwork Deadline: 2nd April 2018

Publication Date: 26th April 2018

### Autumn Issue 2017

Publication Date: Early September 2018

### Winter Issue 2018

Publication Date: Early January 2019

## Page sizes

Comment size is A4 (210mm x297mm)

## Brief Explanation

### Bleed

This is the area that your advert will need to measure if it is a full page ad which goes to the edge of the page (without a border). Your advert will need to hang over the side of the page so when the page is trimmed, the advert will meet the page edge. 3mm extra (bleed) around the edge of the advert allows this to happen. (see A)

### Trim

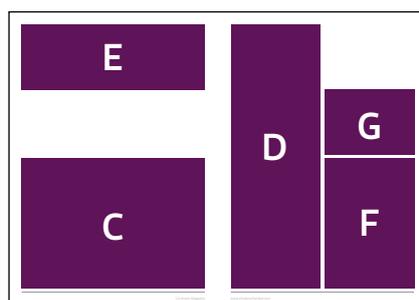
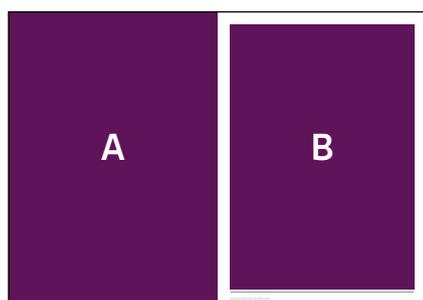
The final size of **Comment**. This is where the magazine will be trimmed.

### Type Area

This is **Comment's** type area. The contents of the page will stay within this boundary. If your advert requires a white border, please size the advert to this specification (see B).

## Dimensions and Price

	Members	Non-Members
A Full page (plus 3mm bleed) H 297 x W 210mm	£400	£800
B Full page (in type area) H 268 x W 185 mm	£400	£800
C Half page (landscape) H 132 x W 185mm	£250	£500
D Half page (portrait) H 268 x W 90mm	£250	£500
E Quarter page (landscape) H 66 x W 185mm	£150	£300
F Quarter page (portrait) H 132 x W 90mm	£150	£300
G Eighth page (landscape) H 66 x W 90mm	£100	£200
H Double page spread (plus 3mm bleed) H 297 x W 420 mm	£750	£1500



**Series discount:** Book two issues and save 10%  
Book three issues and save 15%

Please note:  
All prices in this  
media pack are  
exclusive of VAT

## Special Positions

	Members	Non-Members
Inside front cover	£500	£1000
Inside back cover	£500	£1000
Outside back cover	£500	£1000

## Inserts - an economical way to distribute your literature

Under 18 grams (per 1000)	£100/1000
Over 18 grams	Price on application

### Please Note:

- All A4 inserts will require folding to A5 prior to delivery
- Maximum size W 210 x H 297mm
- Inserts to be supplied two weeks before publication date
- Cancellation is two weeks prior to publication date

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exclusive of VAT**

# Artwork instructions

## Supplied Artwork

Complete adverts should be supplied by email in any of the following programs:

### Acrobat PDF (High-res)

InDesign

Photoshop

Illustrator

All the above must incorporate the relevant fonts and image files. All images must be 300dpi and one of the following formats:

### TIFF, EPS, JPEG, High Res PDF

Complete artwork may also be supplied in the above file formats. Please ensure they are CMYK.

### Please note:

The following formats are NOT supported:

Powerpoint

Publisher

Quark

Corel Draw

Word

## In-House Artwork preparation

Where no existing artwork exists, a basic in-house advert design service is available at a cost of £100 per advert. The following list outlines the information that we would require to prepare an advert on your behalf:

- A sample of a previous advertisement with appropriate amendments; **or** a specific layout which you want us to produce; **or** a rough draft of your requirements.
- Company logos, name styles and trade logos should be sent to us by email or on disc.
- Please confirm who should receive the advertisement proof and their contact details.
- Indicate any text which requires highlighting either in bold lettering or in colour.
- Where specific colours are requested, Pantone colour references must be supplied. However, due to the constraints of the four colour printing process, a perfect colour match cannot be guaranteed.